## **Abstract**

[TranslateAbstract](https://search.proquest.com/docview/1510500163/fulltext/DF604205FC69491DPQ/1?accountid=142908#center)

Below Purple Stuff will run the caption "Harrier Jet: 700 million Purple Stuff can receipts". Since Pepsi got sued when John Leonard, of Seattle, Washington, sent in a Pepsi Stuff request with the maximum amount of points for a Harrier Jet promised and Pepsi did not accept the request ...

## **Full Text**

* [TranslateFull text](https://search.proquest.com/docview/1510500163/fulltext/DF604205FC69491DPQ/1?accountid=142908#center)

HOUSTON, March 27, 2014 /PRNewswire-iReach/ -- In the late 1990s, Pepsi launched its most successful long-term strategy of the Cola Wars, Pepsi Stuff. Consumers were invited to "Drink Pepsi, Get Stuff" and collect Pepsi Points on billions of packages and cups; they could redeem the points for free Pepsi lifestyle merchandise. After researching and testing the program for over two years to ensure that it resonated with consumers, Pepsi launched Pepsi Stuff, which was an instant success. Tens of millions of consumers participated. Pepsi outperformed Coke during the summer of the Atlanta Olympics - held in Coke's hometown - where Coke was a lead sponsor of the Games. Due to its success, the War program was restarted by Funktional Beverages, Inc. with the introduction of a Purple Cherry Cola.

(Photo: http://photos.prnewswire.com/prnh/20140327/MN91731)

The Purple Stuff promotion will have many commercials, including a young man in the cockpit of a Harrier Jump Jet. Below Purple Stuff will run the caption "Harrier Jet: 700 million Purple Stuff can receipts".

Since Pepsi got sued when John Leonard, of Seattle, Washington, sent in a Pepsi Stuff request with the maximum amount of points for a Harrier Jet promised and Pepsi did not accept the request ... Purple Stuff will do it differently.

The Pepsi judgment was that a reasonable person viewing the commercial would realize that Pepsi was not, in fact, offering a Harrier Jet. In response to the suit, Pepsi added the words, "Just Kidding", under the portion of the commercial featuring the jet as well as changed the "price" to 700 million Pepsi points (see Leonard v. PepsiCo, Inc.)

Purple Stuff will actually be offering The Harrier Jet.

"Just Kidding"

Purple Stuff sodas has created the best tasting, lowest calorie nutritious Cola and the first ever to be made with High Quality Purple Stuff and not The Brown Stuff used by the soda Industry. Not making friends here are we?

We are a private company after their consumers; so no need to fake otherwise.

Exit Strategy? That would be Gambling and not building a business.

Besides...Who wants to exit from Income?

Straight talk and the best Cola ever invented.

That only took about 130 FN years.

Take The Purple Stuff Challenge... your Favorite soda in a side by side taste test against ours. After we win that... all our other great attributes are icing on the high margin cake.

Purple Stuff sells as a Premium Carbonated soda, but as the young people know: It is much more than that. And is it Authentic? When was the last time you read a press release like this? Uhhh... Never? Make sure you watch our History video link and Educate yourself to the New Cola wars started by the smallest Cola Company.

The Minnow Swallows The Whale!

Taste test challenges will be conducted with consumers in malls around the country against all major brands including Coke, Cherry Coke, Dr Pepper, Dr Pepper Cherry and any other. Initial tests show Purple Stuff is a clean sweep in both Blind and visual tests with Millennial and Generation Z Cola drinkers.

Available Now!

Contact us at Mypurplestuff.com

National Distribution reach to Grocery Stores

To view this video on YouTube, please visit: http://youtu.be/3n9EvuqT5Nk

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